

MISSOURI DIVISION OF TOURISM

MISSOURI SEPTEMBER TRAVEL BAROMETER
(DATA AVAILABLE AS OF 10/14/2022)

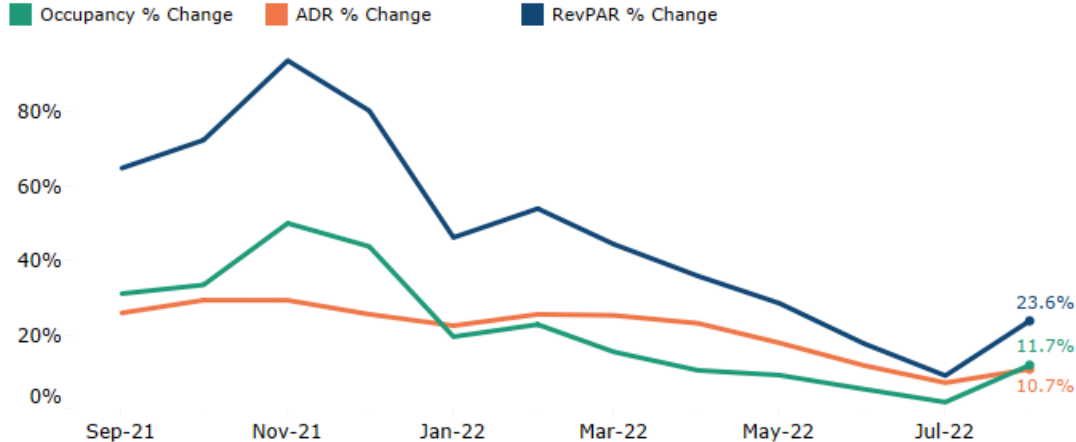


Hotel Performance

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
August 2022	60.8%	\$121	\$74	3.4M	2.0M	\$247.5M
Change vs. Previous Year	▲ 11.7%	▲ 10.7%	▲ 23.6%	▲ 0.5%	▲ 12.3%	▲ 24.3%
Year-to-Date	56.5%	\$115	\$65	26.1M	14.8M	\$1.7B
Change vs. Previous Year	▲ 10.5%	▲ 15.4%	▲ 27.5%	▲ 0.8%	▲ 11.4%	▲ 28.6%

STR Monthly Lodging Trends

% Change from Previous Year



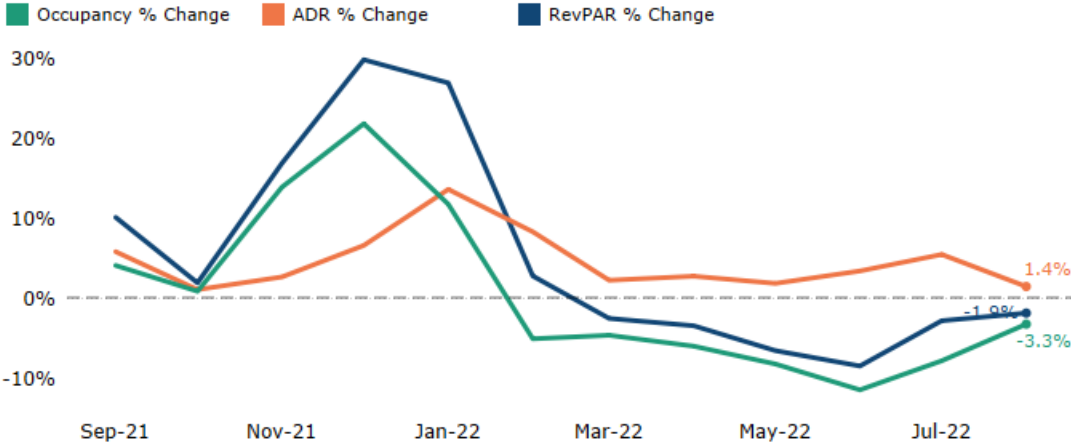
Source: STR
Republication or other re-use of this data without express written permission of STR is strictly prohibited.

Short-Term Rental Performance: Entire Place

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
August 2022	58.5%	\$283	\$165	476.7K	279.0K	\$78.8M
Change vs. Previous Year	▼ -3.3%	▲ 1.4%	▼ -1.9%	▲ 38.4%	▲ 33.9%	▲ 35.8%
Year-to-Date	55.7%	\$261	\$146	3.1M	1.7M	\$455.6M
Change vs. Previous Year	▼ -6.8%	▲ 2.8%	▼ -4.2%	▲ 42.2%	▲ 32.6%	▲ 36.3%

AirDNA Short-Term Rental Monthly Lodging Trends

% Change from Previous Year



Source: AirDNA
AirDNA listings include short-term rental properties listed by Airbnb and HomeAway.



Hotel Comparable

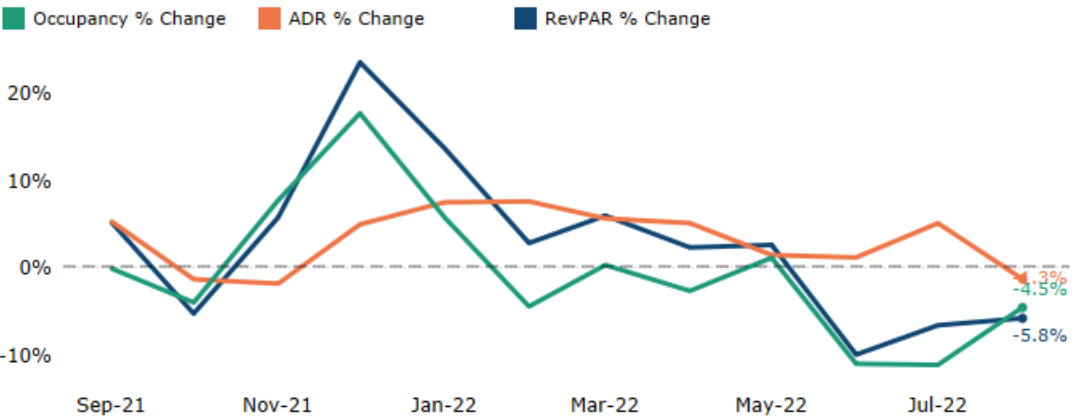
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
August 2022	56.7%	\$145	\$82	119.4K	67.7K	\$9.8M
Change vs. Previous Year	▼ -4.5%	▼ -1.3%	▼ -5.8%	▲ 39.7%	▲ 33.3%	▲ 31.6%
Year-to-Date	54.9%	\$140	\$77	849.2K	465.9K	\$65.1M
Change vs. Previous Year	▼ -5.2%	▲ 2.2%	▼ -3.1%	▲ 50.8%	▲ 42.9%	▲ 46.1%

Entire Place

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
August 2022	58.5%	\$283	\$165	476.7K	279.0K	\$78.8M
Change vs. Previous Year	▼ -3.3%	▲ 1.4%	▼ -1.9%	▲ 38.4%	▲ 33.9%	▲ 35.8%
Year-to-Date	55.7%	\$261	\$146	3.1M	1.7M	\$455.6M
Change vs. Previous Year	▼ -6.8%	▲ 2.8%	▼ -4.2%	▲ 42.2%	▲ 32.6%	▲ 36.3%

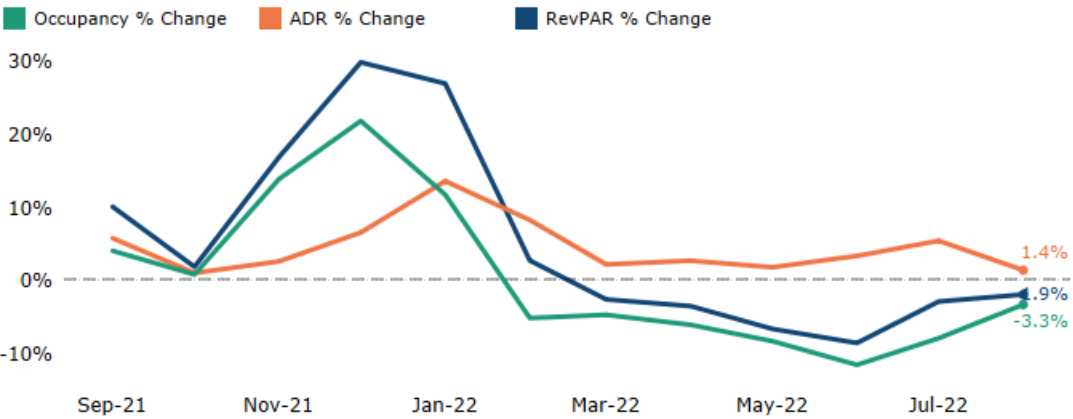
Hotel Comparable Short-Term Rental Monthly Lodging Trends

% Change from Previous Year



Entire Place Short-Term Rental Monthly Lodging Trends

% Change from Previous Year

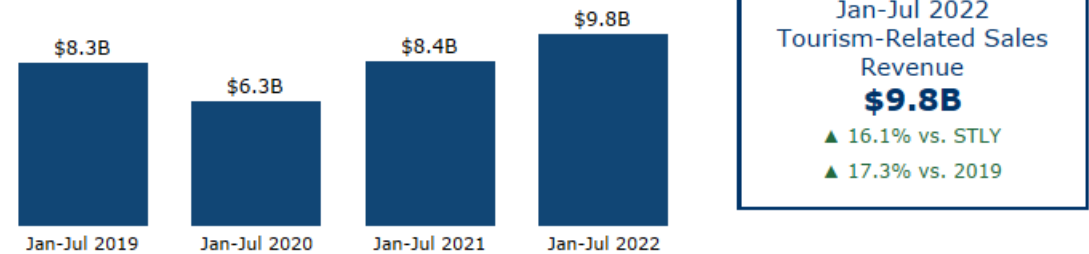


Note: AirDNA listings include short-term rental properties listed by Airbnb and HomeAway. Hotel Comparable Rooms are studio and one bedroom entire place rentals, which AirDNA believes are most likely to compete directly with hotels.



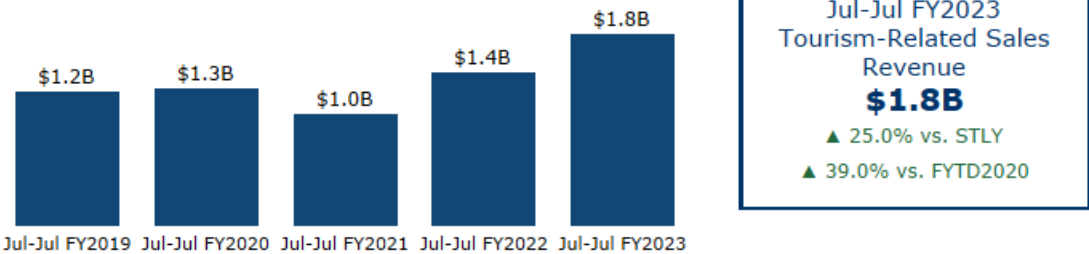
Calendar Year-to-Date

Tourism-Related Sales Revenue by Year
Calendar Year

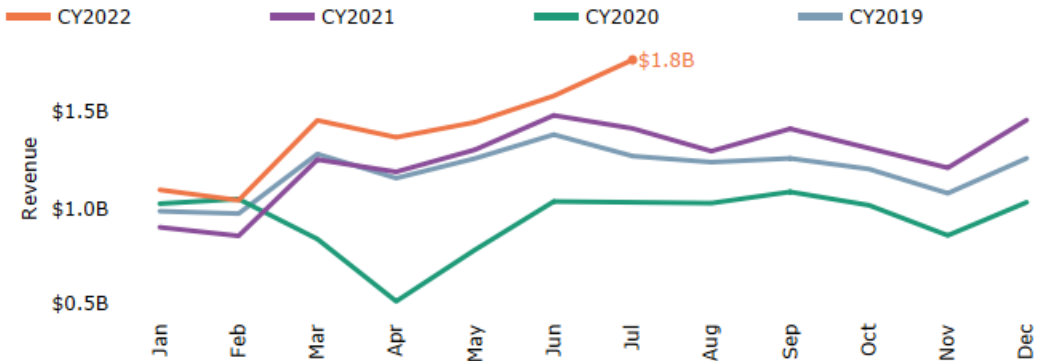


Fiscal Year-to-Date

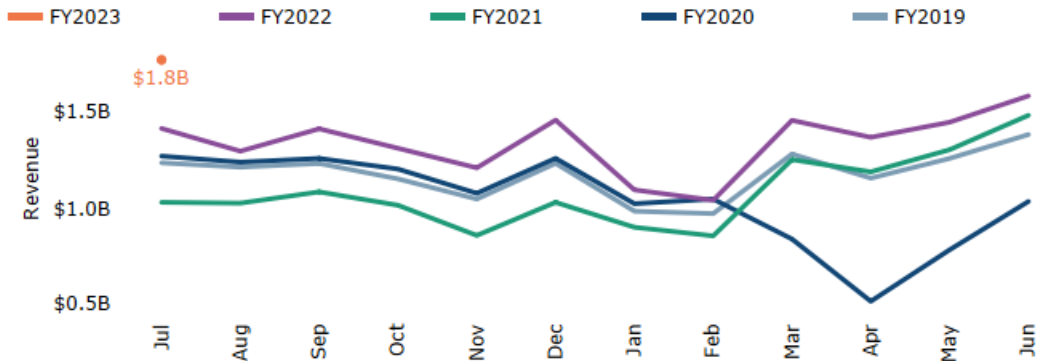
Tourism-Related Sales Revenue by Year
Fiscal Year



Tourism-Related Sales Revenue by Month
Calendar Year



Tourism-Related Sales Revenue by Month
Fiscal Year

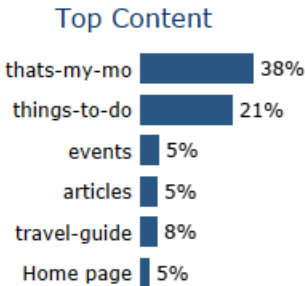


Note: NAICS codes fluctuate by month and by season even in a normal year
STLY = Same Time Last Year



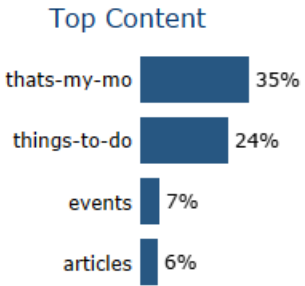
Calendar Year-to-Date

Jan-Sep 2022 Visits
2.1M
▼ -5.7% YOY

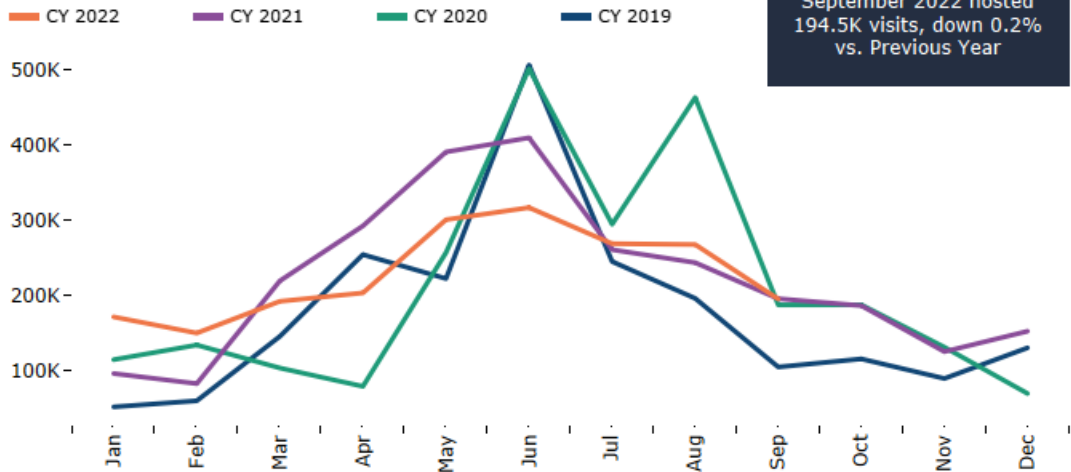


Fiscal Year-to-Date

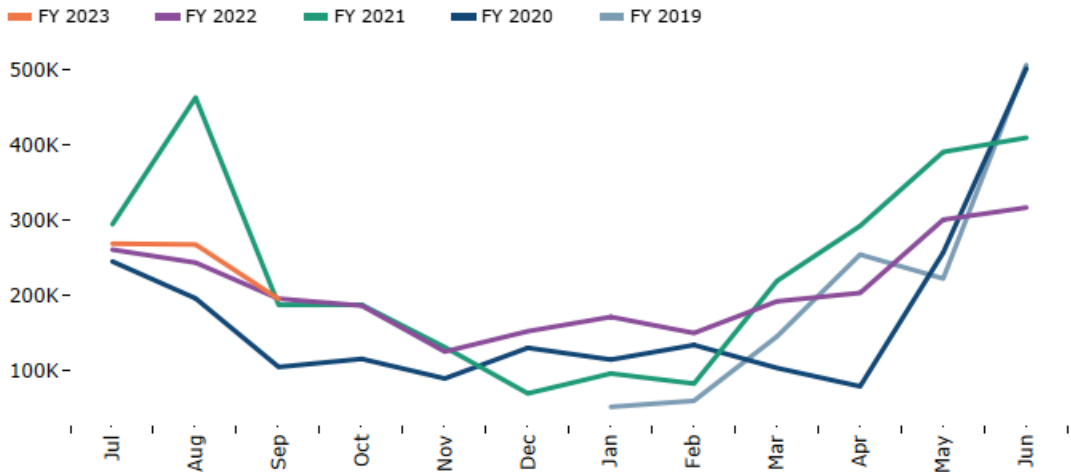
Jul-Sep FY2023 Visits
730.1K
▲ 4.6% YOY



Calendar Year Visits to VisitMO.com by Month

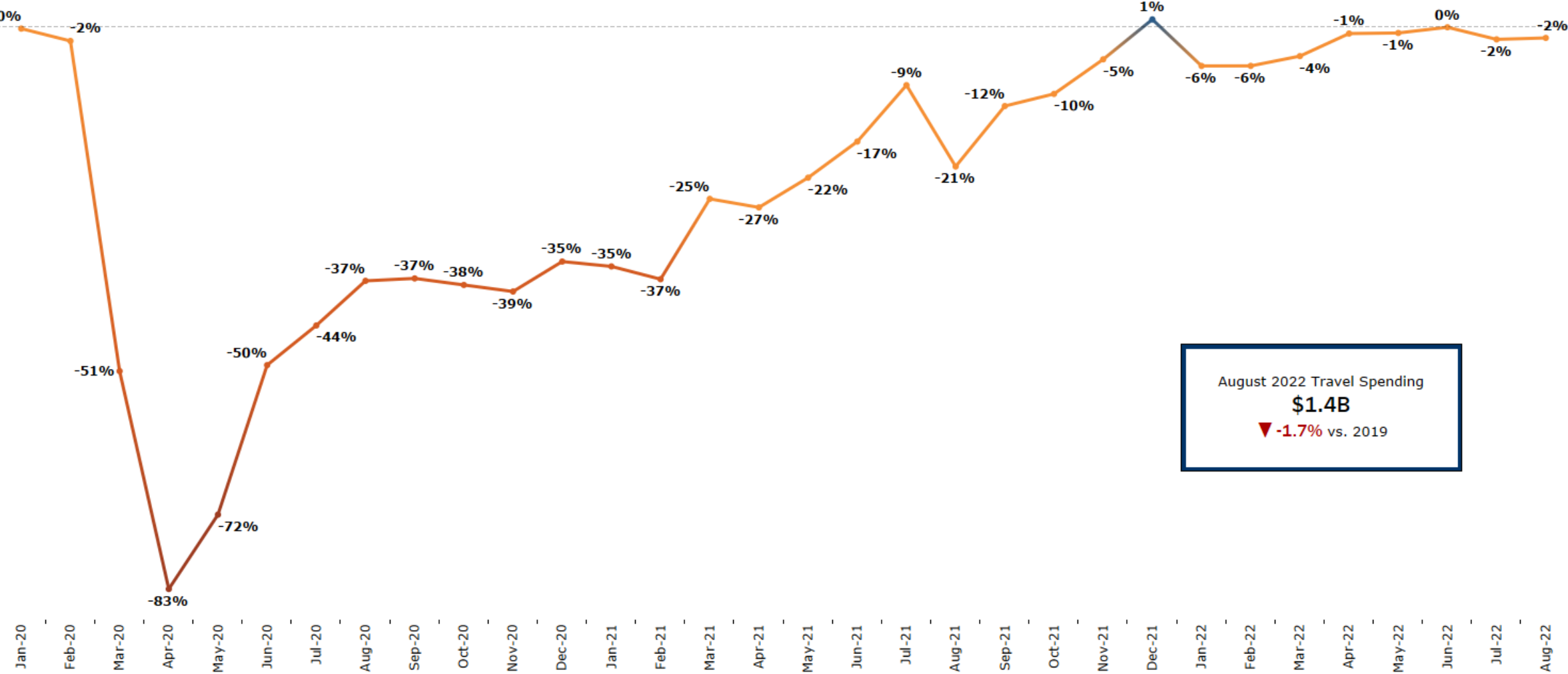


Fiscal Year Visits to VisitMO.com by Month





Travel Spending in Missouri
% Change from the same month in 2019



August 2022 Travel Spending
\$1.4B
▼ **-1.7%** vs. 2019



Travel Guide Fulfillment

September 2022
2.7K
▲ 95.7% vs. STLY

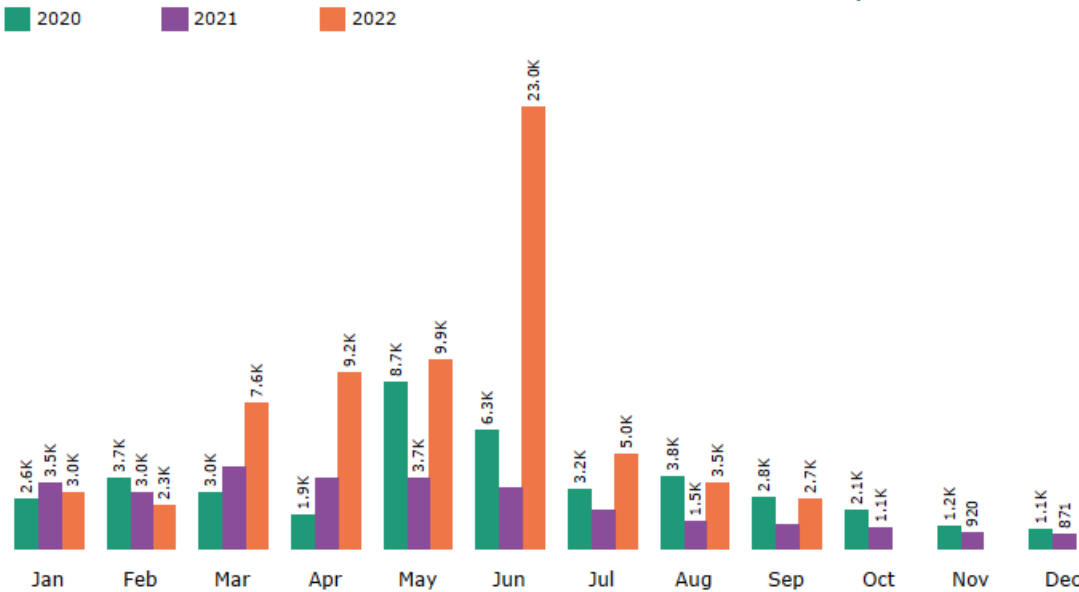
Jan-Sep 2022
66.1K
▲ 152.0% vs. STLY

Welcome Center Visits

September 2022
32.8K
▼ -3.6% vs. STLY

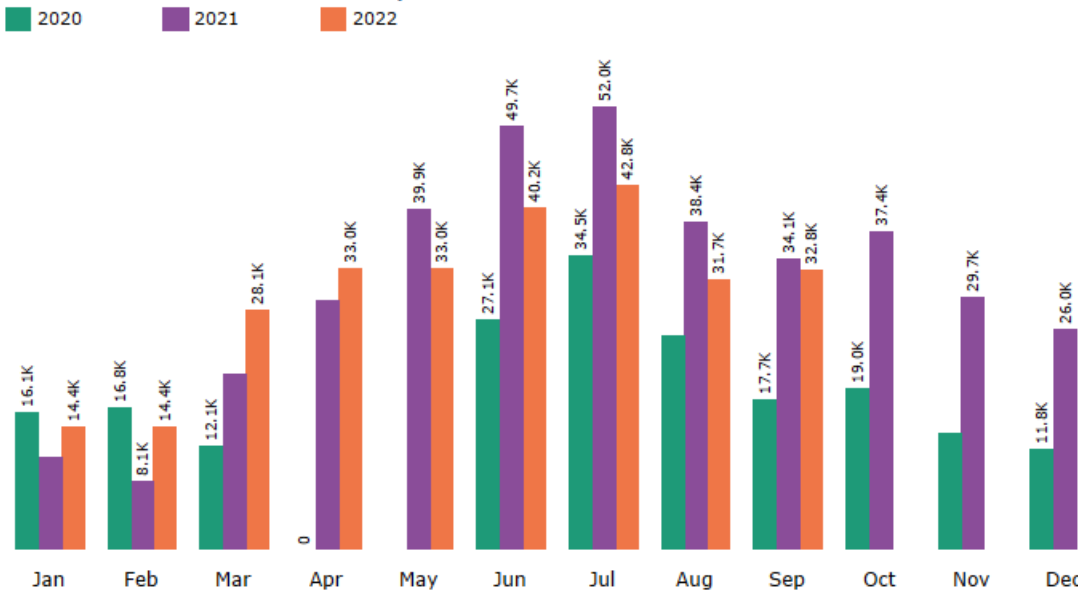
Jan-Sep 2022
270.4K
▼ -4.3% vs. STLY

Fulfillment of Travel Guide Orders from All Sources by Month



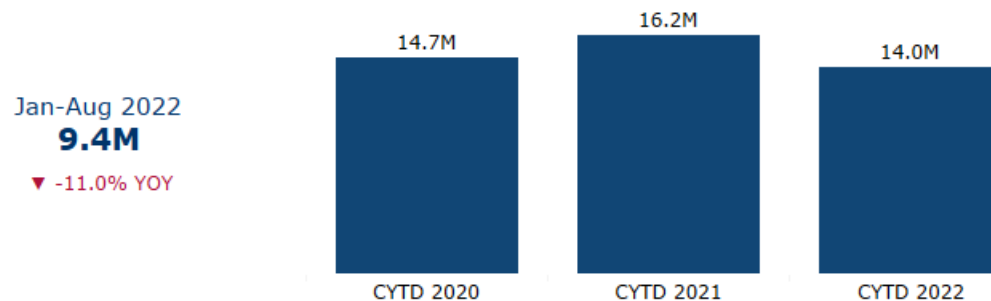
Note: Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns. Travel guide orders come through website orders, RSL leads and telephone calls.

Welcome Center Visits by Month

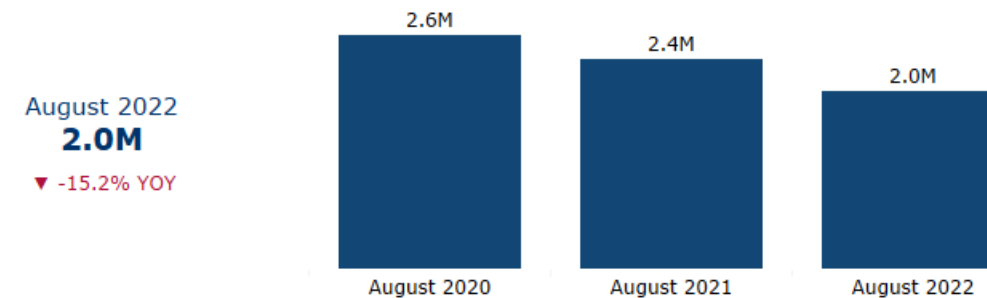


Note: The Welcome Centers were closed March 18th-May 31st due to social distancing orders. The centers started closing on weekends on 8/16/2020 (the centers were not open on weekends in 2019 from Jan.-Mar.). The Kansas City Welcome Center closed at the end of September, and the Hannibal and St. Louis Centers closed at the end of October. In November 2020, the centers switched to being open only Tuesday - Saturday. On 4/11/2021 the centers resumed being open on Sundays with Mondays the only closed days. On 5/10/2021 the centers started opening 7 days a week.

Calendar Year-to-Date Visitation

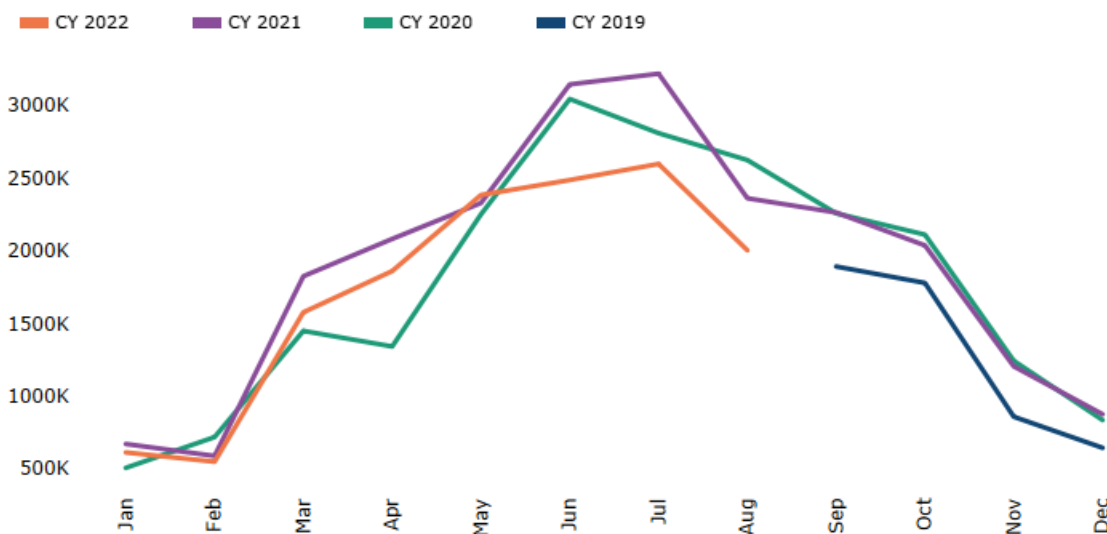


Monthly Visitation



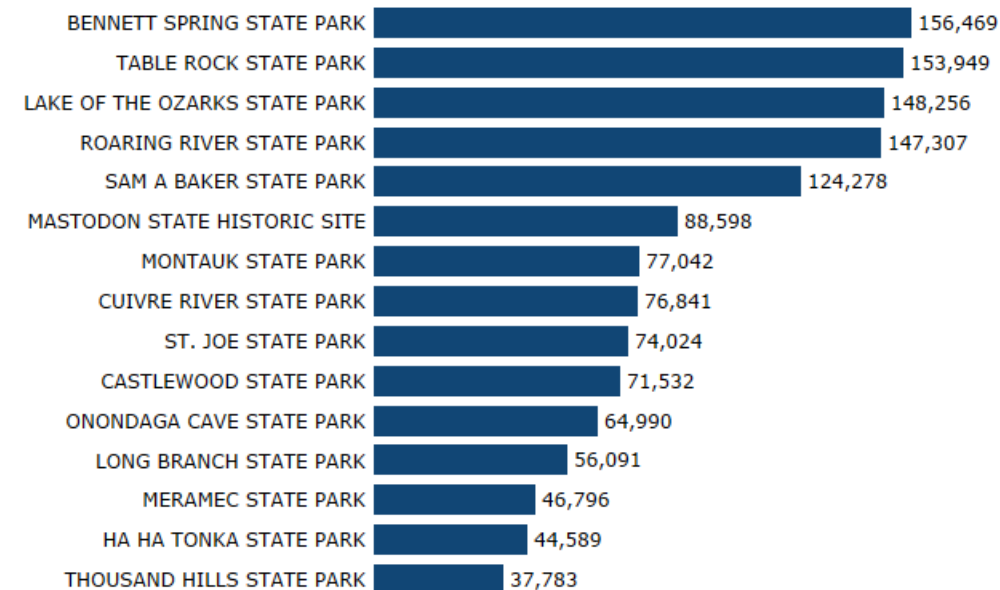
State Parks Visitors by Month

All Missouri State Parks



Note: Monthly state park data collection started in September 2019

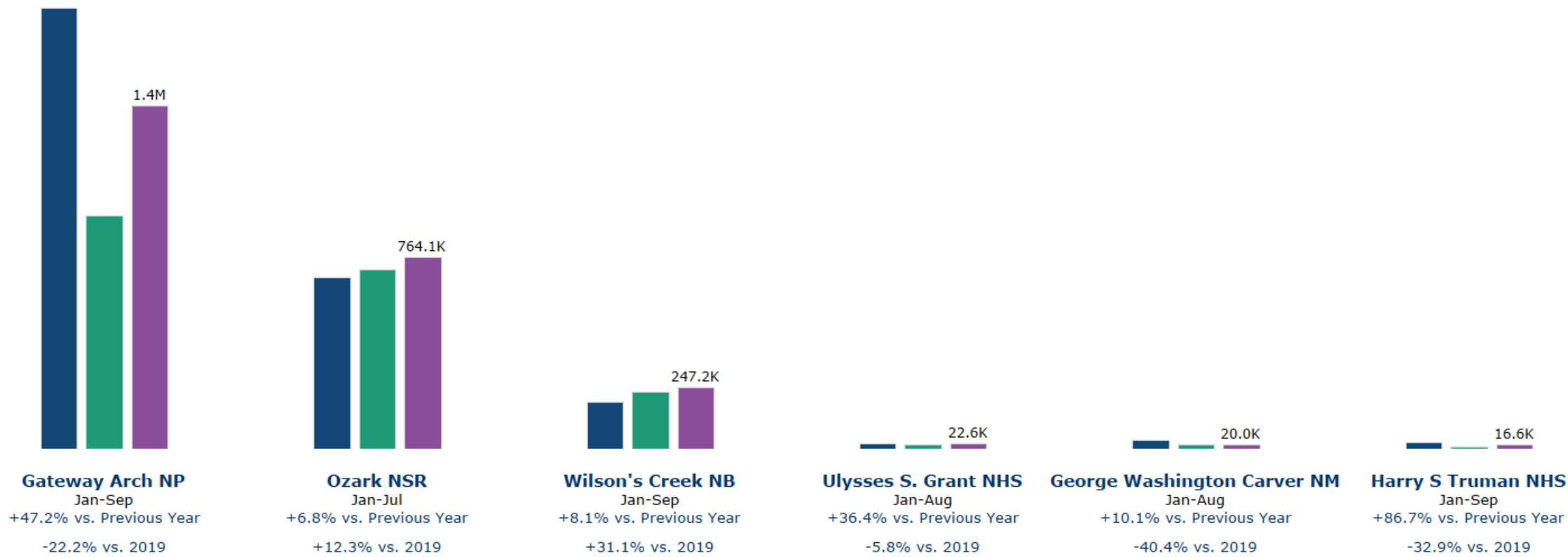
Most Visited Missouri State Parks in August 2022





Attendance by Park

2019 2021 2022



Note: The visitor centers at the Wilson's Creek NB, the George Washington Carver NM and the Harry S Truman NHS closed in mid-March 2020 due to Covid-19 precautions. Truman's home was also closed, but the farm grounds remained open. At the Gateway Arch NP, Tram Rides to the top of the Arch resumed on September 1, 2020 but the Old Courthouse remains closed for renovations